



Holiday

2023 STYLE GUIDE

JOB #: 12881

IN MARKET DATE(S): NOV-DEC 2023

YOUR LOCAL ACE IS YOUR **Holiday Gifting Destination**

When it's time to get ready for the holidays, Ace is here to help. It doesn't matter if it's a gift for your spouse or for the neighbor who always waters your plants when you're on vacation, Ace has the most useful and thoughtful gifts that are always appreciated. Whether they're the backyard chef, the handyman of the house, the green thumb in the garden or someone who likes a warm beverage around the fire, Ace has gifts from the Best Brands that are at the top of everyone's list.

And once your gift list is checked off, it's time to make the preparations at home, with everything from lighting and décor to grilling essentials for your holiday menu. With some helpful holiday tips from Lou and Chef Jason, and trusted advice from your neighborhood Ace, you'll be able to wrap up your holidays whenever you see **Wrap It In Red.**



Updated Nostalgic | Clean | Joyful | Togetherness

[DOWNLOAD ASSETS](#)

Indoor Options



Example



White Brick



Light Brown Wood

- Warm
- Traditional green trim
- Warm wood shelving
- Presents
- Red bows on products

Outdoor Options



Example



White Siding



Light Brown Wood

- Porch
- Traditional greenery
- Dusting of snow
- Red bows on products



Example



White & Green Satin Paint



Light Brown Wood

- Red accent wall
- Clean
- White propping
- Flocked trim



Example



Red Shake Siding



Concrete Slab

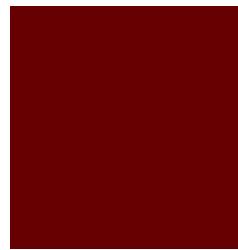
- Thanks-grilling
- Traditional greenery
- Dusting of snow
- Grills should feature food for holiday

[DOWNLOAD ASSETS](#)

PRIMARY



ACE RED



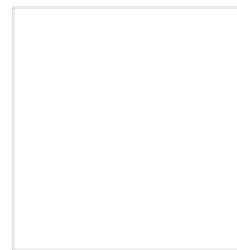
DARK RED



EVERGREEN



BLACK



WHITE

CMYK

C	0
M	100
Y	81
K	4

CMYK

C	0
M	100
Y	81
K	70

CMYK

C	90
M	42
Y	80
K	41

CMYK

C	0
M	0
Y	0
K	100

CMYK

C	0
M	0
Y	0
K	0

RGB

R	227
G	55
B	25

RGB

R	103
G	0
B	0

RGB

R	0
G	81
B	54

RGB

R	0
G	0
B	0

RGB

R	0
G	0
B	0

HEX

D40029

HEX

670000

HEX

03513b

, 456

HEX

000000

HEX

FFFFFF

This color palette should be used across all channels in typography, graphic elements and backgrounds.

TAGLINES

- Around the block, with gifts in stock.
- Around the block, with (lighting, décor, tools, etc.) in stock.
- Ready to shop. What you need in stock.
- Holiday shop while it's in stock.
- Tick, tock. It's time to shop. (last minute gifts)
- Around the block, with grilling, tools, and gifts in stock.
- More ways to shop, from the most helpful store on the block.

SHOP EARLY MESSAGING

- The holidays start early at Ace.
- The holiday countdown starts now.
- Shop the holidays at your neighborhood Ace, in store and online.
- Shop early while it's in stock.
- Get a head-start on the holidays.
- Shop local for the holidays at Ace.
- Kickstart your holiday cart.
- Beat the holiday rush with a click or a visit.
- Wrap up your holiday shopping early.
- A toolbox full of holiday shopping options.
- Helpful Tip: Shop Early For the Holidays
- The Holiday countdown starts NOW!
- The Earlier the EASIER
- Cyber Monday is here!
- Your Place for Black Friday Deals
- The Holiday Countdown Starts Now
- Black Friday the Helpful Way
- Black Friday – the Deals Keep Coming
- Cyber Monday – Your Day to Save

DECEMBER GIFTING

- All Things Holiday are Just Blocks Away
- Holiday Gifts They'll Use All Year Long
- Holiday Gifts You Can't Wait to Give
- Fill stockings with our Best Brands
- Power through your gift list
- Hand Tools make the Handiest Stocking Stuffers
- Shop online: More Smiles. Less Aisles!
- Gift ideas for every project
- The Holiday Place
- Season's Savings at Ace
- Have a happy holiday with Help from Ace
- The Helpful Way to Holiday
- Deck the Halls with Tools of Power
- The Best Stocking Stuffers are in Stock at Ace
- A toolbox full of gift ideas from your local Ace.
- Give the gift of grilling.
- Holiday Entertaining Made Easy with help from your local Ace
- Gifts that Entertain All Year Long
- Give the Tools they Need from your Local Ace
- Give the Tools They Love to Use from your local Ace
- Gifts Designed for Backyard Fun from your local Ace

LAST MINUTE MESSAGING

- Last Minute Gifts as Easy as Your Local Ace.
- Helpful Holiday Tip: Shop online and have your local Ace deliver.
- Last Minute Gifts from Your Local Ace
- Ace Gift Cards – the Perfect Gift is Always in Stock
- Shop from home. Delivered from down the block.
- Ace without leaving your place. We deliver, from your neighborhood Ace.
- How about NOW! Last minute gifts from your local Ace.
- When the weather outside is frightful... we deliver.
- Take a detour from holiday hassle. We deliver!

GRILLING GIFTS

- Grilling gifts that keep the holidays warm
- Grilling gifts that warm smiles
- Grilling gifts that entertain all year long
- The best gifts are grilling gifts
- Grilling gifts for any size budget
- Grilling gifts that bring out their inner chef
- Grilling gifts that make eyes light up

POWER TOOL GIFTS

- Power to all your favorite people.
- Give the most powerful gifts under the tree
- Tool gifts that power their projects
- Tool gifts that always come in handy
- Tool gifts they'll use all year long
- Deck the halls with tools of power
- Gifts that make them feel powerful
- Give the gift of power
- Gifts they'll get a charge out of
- When the weather outside is frightful... we deliver.
- Take a detour from holiday hassle. We deliver!

HOLIDAY PAINT

- Paint the halls (before you deck them)
- Start the holidays with painting projects
- Unwrap a gallon
- A coat (of paint) makes a great gift.
- Give a coat (of paint)!

HOLIDAY LIGHTING

- Add some sparkle to the season.
- Stock up on sparkle.
- Light up the holidays
- Make your home merry and bright.
- Hang up some holiday cheer.
- Deals that make eyes light up.

DAD GIFTS

- Gifts Dads love to use
- Gifts on every Dad's wish list
- Dad's most wanted gifts
- Gifts that bring out Dad's inner chef
- Gifts that make Dad a hero chef
- Gifts that keep Dad busy
- Gifts that get Dad grillin'

MOM GIFTS

- Gifts Moms love to use
- Gifts on every Mom's wish list
- Mom's most wanted gifts
- Gifts that bring out Mom's green thumb
- Gifts for project Moms
- Gifts that keep Mom busy
- Gifts that get Mom gardening

Fonts have been selected for their simplicity, boldness and adherence to brand standards.

Headline

Roboto Black

Title Case

Optical Kerning - ?

SUBHEAD

Roboto Bold

UPPERCASE

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0

Textures will be used to bring holiday 2023 to life, adding dimension to collateral.



Whitewashed Wood



Light Brown Wood Grain



Gingham Pattern



PRIMARY BACKGROUNDS

- Place behind silos
- No slats for sake of legibility
- Add dimension and warmth to holiday assets
- Use purposefully, do not use multiple backgrounds in one deliverable

ACCENT BACKGROUNDS

- Use for grounding product
- Use behind copy
- Can be used to call out high priority deals
- Should not be used as entire background, with the exclusion of Black Friday and Cyber Monday assets

[DOWNLOAD ASSETS](#)

Elements will be used to bring holiday 2023 to life, adding dimension to collateral.

Wrap it in Red – Ace Only



Wrap it in Red – Only



Wrap it in Red – Legacy



WHEN TO USE

Main tag, use across digital and most print deliverables.

0° or 7° Angle

WHEN TO USE

Use on large scale print deliverables, and legacy instore signage.

0° or 7° Angle

WHEN TO USE

Use when Ace logo is already present elsewhere on deliverable.

0° or 7° Angle

[DOWNLOAD ASSETS](#)

Elements will be used to bring holiday 2023 to life, adding dimension to collateral.



Product Callout - 0° or 7° Angle



Bows - Shoot in photography or add to SILO products



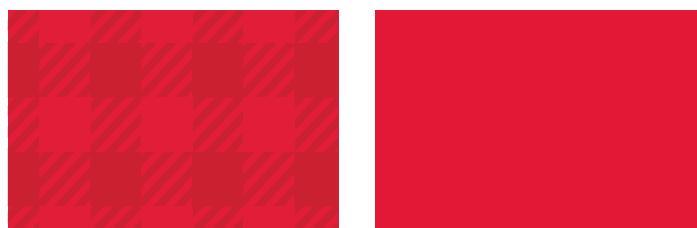
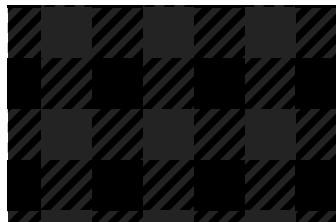
Presents - Shoot in photography or use COB presents in layout

[DOWNLOAD ASSETS](#)

Elements will be used to bring holiday 2023 to life, adding dimension to collateral.



Black Friday Lockup - 7° Angle



Accent Backgrounds



Product Callout - 0° or 7° Angle



Bows - Shoot in photography or add to SILO products



Presents - Shoot in photography or use COB presents in layout

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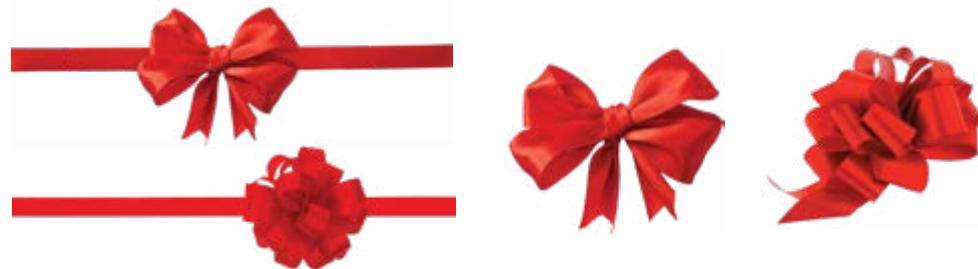
Black Friday Lockup - 7° Angle



Accent Backgrounds



Product Callout - 0° or 7° Angle



Bows - Shoot in photography or add to SILO products



Presents - Shoot in photography or use COB presents in layout

[DOWNLOAD ASSETS](#)

OVERALL HOLIDAY **Collateral Examples**

November Circular Cover:

RED HOT BUYS

YOUR CHOICE
\$59.00 each
CRAFTSMAN.

CRAFTSMAN® Power Tools*
- Impact Driver Kit • Corded Oscillating Multi-Tool
• Drill/Driver Kit • Battery 2/Pk • Corded Chain Saw and more
2004675, 2827483, 2834638, 2827574, 2827582,
2829273, 2827491, 2835148, 2835340, 2022144
Limit 4 each at this price.

VALID NOVEMBER 1-30

YOUR CHOICE
\$99.00 each
DEWALT

DEWALT® 20 Volt MAX Power Tools**
• POWERSTACK™ Battery
• Drill Kit • Impact Driver Kit
• Random Orbit Sander (bare tool)
• Bluetooth® Jobsite Speaker
and more
2003861, 2029375, 2862977, 2393122,
2396286, 2402733, 2393114, 2862993,
8015345, 2029374
Limit 4 each at this price.

GREAT GIFTS UNDER \$100

YOUR CHOICE
\$5.99 each
CRAFTSMAN® and Stanley® Tools & Accessories
2295830, 2116564, 2032433,
2391753, 25426, 202233

YOUR CHOICE
\$9.99 each
CRAFTSMAN® Tools & Accessories**
2297786, 2029746,
2031996, 2033197,
2033255, 2004118,
2301232, 2004114
Limit 4 each at this price.

YOUR CHOICE
\$19.99 each
DEWALT® Power Tool Accessories**
2137305, 2033376, 2029737,
2294346, 2392447, 2029736
Limit 6 each at this price.

YOUR CHOICE
\$19.99 each
Milwaukee® Hand Tools & Accessories
2802643, 2030481, 2365443,
2029229, 2811511, 2007442

YOUR CHOICE
\$19.99 each
300 Ct. LED Light Sets
9045580, 9467531,
9467598, 9045581

GREAT GIFTS UNDER \$20

YOUR CHOICE
\$89.99 each
5' Color-Changing LED Christmas Tree or 6' LED Dancing Tree Yard Décor
9081107, 9087050

*See page 8 for Ace Rewards Savings details. **Not all eligible products are pictured. Search listed SKUs on acehardware.com for all descriptions or see store for details.

November Red Hot Buys AM1 2231101ML, 01, Versions: CA, DS, FN, NR, NW, SO, TR

CIRCULAR | NOVEMBER INTERIOR SPREAD

AUGUST 18, 2023 1:33 PM



November Circular Inside Spread

EXCLUSIVELY FOR ACE REWARDS MEMBERS

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP.
LOCAL DELIVERY AREA VARIES BY STORE*

Big Green Egg

Wrap it in RED ACE

\$1,299.00

Weber® Genesis® SA-E-330™ Gas Grill*
3,787 sq. in. total cooking area
8037939, 8037946

\$99.99

Weber® CRAFTED Outdoor Kitchen Grill Accessories
Baking stone, roasting basket, baking stone or griddle
8047912, 8041568, 8050088, 8050089

\$199.99

Big Green Egg EGG Genius WiFi Enabled Smart Temperature Controller
8023750
Large ceramic Grill & Smoker, 86954470, 5209.99
Large ceramic EGG, 8697080, 89.99

\$249.99

Blackstone® 2 Burner Outdoor Griddle
8031624

\$849.00

Weber® Genesis II E-315™ Ga
may change to Spirit grill - tbd

\$159.99

Bayou Classic® 30 Qt. Aluminum Turkey Fryer Kit
8054268

Frying Oil, 3 Gal., 8108276, .99

\$249.99

Perfect Aire® 23" Oscillating Ceramic Tower Heater with Remote
8023469

\$79.99

Perfect Aire® 23" Oscillating Ceramic Tower Heater with Remote
8023469

\$21.99

Pine Mountain® 31" Fire Log O/Pk.
NO LIMIT.

\$59.99

6 Foldable Bistro Table
72'L x 30'W x 29'H,
6028603
4 Foldable Table*, 6028604
Folding Chair, 6028623...
SALE \$24.99.

COZY GIFTS UNDER \$10

YOUR CHOICE
\$9.99
Sherpa Fleece Throw or Muk Luks® Assorted Winter Accessories
6053754, 9055870, 6055143, 6065144, 9053871,
9333550
Men's/Women's Heat Retainer Socks - 9024398...SALE 16.99

20% OFF

Select Feit Electric Smart Home Products
store stock only. Sorry, no limit checks.

BUY FOUR GET 10% OFF*

Sauces, Seasonings & Rubs
Assorted sizes & varieties.
NO LIMIT.
Exclusions apply. See store for details.

MIX & MATCH
*MUST BUY 4 OR MORE

FIND FUEL FOR YOUR GRILL AT YOUR LOCAL ACE

The assembly and delivery from your local Ace on grills \$399+ for Ace Rewards members. All participating locations only within the local delivery area, as defined by store, Online and Ace mobile app purchases eligible when Ace Rewards member's account is associated with its acehardware.com and Ace mobile app login, is currently signed in and member's purchase is associated with a participating store. Member must select "Free Delivery From Store" and "Assembly" in cart. Delivery date subject to availability. Offer not valid for prior purchases or after home orders. Excludes Char-Broil®. *Not all products are pictured. Search listed SKUs on acehardware.com for all descriptions or see store for details.

November Red Hot Buys AM1

2231101ML, 02, Versions: CA, DS, FN, NR, NW, SO, TR

*See page 8 for Ace Rewards Savings details. **Not all eligible products are pictured. Search listed SKUs on acehardware.com for all descriptions or see store for details.

November Red Hot Buys AM1

2231101ML, 03, Versions: CA, DS, SO, TR

ACE REWARDS EXCLUSIVE SAVE \$1 INSTANTLY

Select Duracell® Batteries
AA/AAA 8/PK, C/D 4/PK, and 9V 2/PK
84353, 34573, 34574, 8205, 30975

For every "value" pack purchased, use your Ace Rewards card to receive \$1 Instant Savings (limit 6 total). In addition, for every pack sold, \$1 will be donated to your local Children's Miracle Network Hospital.

DURACELL

Make Decorating Your Home For Holidays Even Easier With Feit Electric Smart Home Products!
Control and secure your home with NO monthly storage fees!

LET TAEGER ASSIST IN YOUR THANKSGIVING FEAST.

SCAN THE QR CODE FOR TIPS AND RECIPES
QR CODE TO COME

BUY BOTH OF THESE GET THIS FREE

\$179.00
Milwaukee® M18 FUEL™ Leaf Blower (bare tool)
7702-21

\$329.00
Milwaukee® M18 FUEL™ 16" Chain Saw (bare tool)
7620-17

\$249.00
M18® REDLITHIUM™ High Output HD12.0 Battery
2804-20
NO LIMIT.

\$479.00
Milwaukee® M18 FUEL™ 16" Chain Saw (bare tool)
7620-17

Wrap It In Red Event Circular

Holiday End Cap:

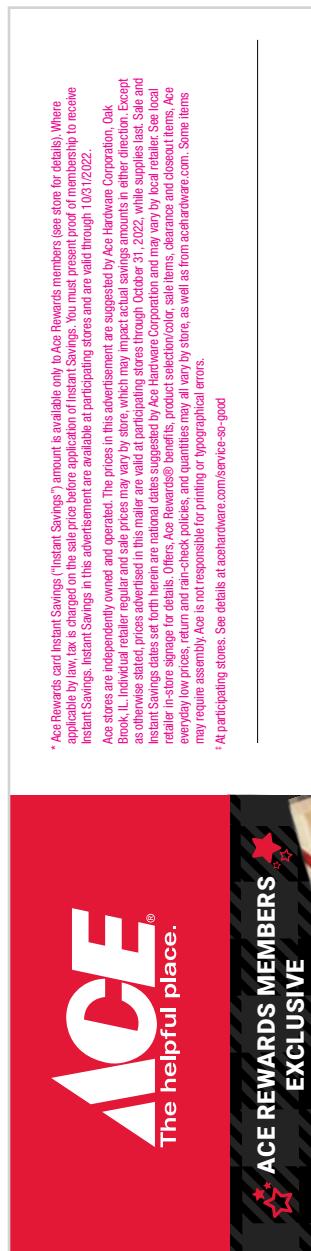
FPO - INSPIRATION FOR
FUTURE DELIVERABLES



AROUND
THE BLOCK,
WITH GIFTS
IN STOCK

ACE11153C8

Cover Example



**Around the block. What you need in stock.
With service so good, it's guaranteed!***

Customer ID #: XXXXXXXXX
Sample A. Sample
123 Name Street
Nametown, State 12345

Only available for Ace Rewards Members (see store for details). Offer valid in-store only at participating Ace stores, online and in the app. Although additional gift cards are available for purchase, limit two free \$10 gift cards. Gift cards cannot be used to purchase other gift cards. While supplies last. No rain checks. By using, purchasing or accepting a gift card, you agree to Ace Cards Terms and Conditions, which are available at <https://acehardware.com/customer-service?page=gift-cards>.



Inside Spread:

\$749.00

EGO® POWER+ 56 Volt 21" Single-Stage Snow Thrower with Two 5 Amp Batteries
REG. \$849.00
21" Single-Stage Snow Thrower with Two 5 Amp Batteries, 7009696...-\$84.00.

\$749.00

Toro® Power Clear® 21" Single-Stage Snow Thrower with Two 5 Amp Batteries, 7002861...-\$84.00.

\$179.99

STIHL BG 56 Gas Handheld Blower
Efficient 27.2cc engine
• 159 mph/412 cfm air speed
EasyStart™ system
70003430

\$179.99

STIHL BGA 57 Battery-Powered Handheld Blower
REG. \$199.99
7006615
SAVE \$20

\$849.00 each

Weber® Genesis® II E-315 Gas Grill
8087286, 8087290
NEW

\$1,099.99

Big Green Egg® Large Ceramic Grill & Smoker
8087280
Accessories Sold Separately
Big Green Egg EGG Genius WiFi Enabled Interactive Temperature Controller.
80257530...-\$20.99
Large cone EGGr® 8697088...-\$9.99

\$19.99 each

Milwaukee® Hand Tools & Accessories
2802640, 2030401, 2395440,
2029229, 2811511, 2007442
NO LIMIT.

\$99.00

Milwaukee® M18 Lithium-Ion Impact Driver & Drill/Driver Combo Kit
2302040
NO LIMIT.

\$99.00 each

DEWALT® 20 Volt MAX Power Tools & Accessories
2028010, 2050771, 2887152, 2998386,
2402733, 2393114, 2862949, 8015345, 2029774
Limit 4 each at this price.

\$50

Milwaukee® M18 Lithium-Ion Compact Drill/Driver & Impact Driver Combo Kit
Includes two 18 volt lithium-ion compact battery packs, charger and tool
2306688
NO LIMIT.

\$89.99 VALUE

Milwaukee® PACKOUT® 3-Drawer Tool Box,
2008408
NO LIMIT.

\$169.00 VALUE

Milwaukee® 20 Volt MAX Powerstack® Battery & Charger Kit
2002215, 2050518,
2881126, 2029970,
2538395, 2538429, 2002079
Limit 4.

\$129.00 each

CRAFTSMAN® VERSASTACK® 230
Pc. Mechanic's Tool Set or 6 Gal.
Oil-Free Pancake Air Compressor
2019653, 1995382
NO LIMIT.

\$19.99 each

CRAFTSMAN® 20" Rolling Tool Box,
2800530
NO LIMIT.

\$19.99 each

Milwaukee® Blade Sets, Bits Set, Right Angle Attachment
2137105, 2033374, 2029737,
2294346, 2392447, 2029736
Limit 6 each at this price.

BLACK FRIDAY ACE

OFFERS VALID 10/1-10/31
Unless otherwise stated *See front of mailer for details

SAVE \$2 ON TRAEGER® PELLETS, SAUCES & RUBS.

Waiting on Grill changes to 575/780 grill
Offer valid 11/15-11/30

BUY ONE OF THESE GET THIS FREE

FPO Blackstone offer
Offer valid 11/15-12/20

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

Santa's Bag of Coal Gift Bag
6046263
NO LIMIT.
Offer valid 11/15-12/20.

BUY BOTH OF THESE GET THIS FREE

Milwaukee® Large Tool Box
2800514
NO LIMIT.

BUY BOTH OF THESE GET THIS FREE

Milwaukee® 22" Rolling Tool Box,
2800530
NO LIMIT.

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

CRAFTSMAN® VERSASTACK® 230
Pc. Mechanic's Tool Set or 6 Gal.
Oil-Free Pancake Air Compressor
2019653, 1995382
NO LIMIT.

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

Milwaukee® PACKOUT® 3-Drawer Tool Box,
2008408
NO LIMIT.

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

Milwaukee® 20 Volt MAX Powerstack® Battery & Charger Kit
2002215, 2050518,
2881126, 2029970,
2538395, 2538429, 2002079
Limit 4.

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

Milwaukee® 20" Rolling Tool Box,
2800530
NO LIMIT.

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

CRAFTSMAN® 20" Rolling Tool Box,
2800530
NO LIMIT.

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

Milwaukee® Blade Sets, Bits Set, Right Angle Attachment
2137105, 2033374, 2029737,
2294346, 2392447, 2029736
Limit 6 each at this price.

FREE ASSEMBLY & DELIVERY ON GRILLS \$399 AND UP

Milwaukee® Large Tool Box
2800514
NO LIMIT.

YOUR CHOICE

ACE REWARDS EXCLUSIVE SAVE \$50 INSTANTLY

Milwaukee® Hand Tools & Accessories
2802640, 2030401, 2395440,
2029229, 2811511, 2007442
NO LIMIT.

YOUR CHOICE

ACE REWARDS EXCLUSIVE SAVE \$30 INSTANTLY

Milwaukee® 20 Volt MAX Power Tools & Accessories
2028010, 2050771, 2887152, 2998386,
2402733, 2393114, 2862949, 8015345, 2029774
Limit 4 each at this price.

YOUR CHOICE

ACE REWARDS EXCLUSIVE SAVE \$80 INSTANTLY

Milwaukee® 20 Volt MAX Drill & Impact Driver Kit or Battery 2/Pk.
2028010, 2050771, 2887152, 2998386,
2402733, 2393114, 2862949, 8015345, 2029774
Limit 4 each at this price.

ACE REWARDS EXCLUSIVE SAVE \$80 INSTANTLY

Milwaukee® Hand Tools & Accessories
2802640, 2030401, 2395440,
2029229, 2811511, 2007442
NO LIMIT.

ACE REWARDS EXCLUSIVE SAVE \$80 INSTANTLY

Milwaukee® 20 Volt MAX Power Tools & Accessories
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2402733, 2393114, 2862949, 8015345, 2029774
Limit 4 each at this price.

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Milwaukee® Hand Tools & Accessories
2802640, 2030401, 2395440,
2029229, 2811511, 2007442
NO LIMIT.

ACE REWARDS EXCLUSIVE SAVE \$80 INSTANTLY

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2029229, 2811511, 2007442
NO LIMIT.

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ACE REWARDS EXCLUSIVE SAVE \$80 INSTANTLY

Milwaukee® Hand Tools & Accessories
2802640, 2030401, 2395440,
2029229, 2811511, 2007442
NO LIMIT.

ACE REWARDS EXCLUSIVE SAVE \$80 INSTANTLY

Milwaukee® 20 Volt MAX Drill & Impact Driver Kit or Battery 2/Pk.
2028010, 2050771, 2887152, 2998386,
2402733, 2393114, 2862949, 8015345, 2029774
Limit 4 each at this price.

ACE REWARDS EXCLUSIVE SAVE \$80 INSTANTLY

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Milwaukee® Hand Tools & Accessories
2802640, 2030401, 2395440,
20292

TRAEGER MAP DROP

AUGUST 18, 2023 1:33 PM



Look and feel for December Traeger MAP drop:

FPO - INSPIRATION FOR
FUTURE DELIVERABLES

Wrap it in RED® ACE

\$1,999⁹⁵

Traeger® Ironwood XL
Wood Pellet Grill
8082912

TRAEGER
WOOD FIRED GRILLS

**SAVE UP TO
\$XXX**

LIMITED TIME SAVINGS | BEST PRICES EVER

ACE

FLAVOR FEST

2023

YOU'RE INVITED

SATURDAY DEC 2ND
11AM-2PM

CELEBRATE GRILLING THIS HOLIDAY SEASON
WITH DEMOS, DEALS, FAMILY ACTIVITIES, AND MORE.

#AceFlavorFest

FPO - PENDING CMM DIRECTION, CONCEPT ONLY FOR VISUAL FEEL

PLUS

demos of the latest grills and outdoor power equipment.

Milwaukee | Weber | EGO | TRAEGER

DEC 2ND ONLY

ENTER FOR A CHANCE TO WIN!

See the in-store sweepstakes for a chance to win a Weber 28" Standalone Griddle.
NO PURCHASE NECESSARY. Sponsored by this Ace Retail Store. Begins upon store's opening on Dec 2, 2023 and ends at close of business that same day. Open to legal residents of the 50 US and D.C., 18+. Limit one entry per person. Winner must pick up prize in this store. See this store for Official Rules. Void where prohibited.

A \$449 VALUE




Integrate stripe pattern, green, and torn paper

ACE

FLAVOR FEST

2023

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11AM-2PM

CELEBRATE GRILLING THIS HOLIDAY SEASON
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A \$449 VALUE




Non-Seasonal Party look and feel

SPECIAL PROMOTION **Collateral Examples**

Black Friday Now Event Circular

BLACK FRIDAY NOW EVENT

NOVEMBER 15-30

SALE \$849.95 each
SAVE \$150
Traeger® Pro 780 Wood Pellet Grill
• 780 sq. in. total cooking area
• Pro D2® Direct Drive for faster heating and broader temperature control
• WiFi Technology
• Includes Traeger® Wi-Fi® Smart Home app
• RED HOT BUY
REG. \$799.95, SAVE *150, SALE \$649.95 each.

SALE \$849.00 each
Weber® Genesis® II E-310 Gas Grill
• 3 high-performance burners
• 78 sq. in. total cooking area
• RED HOT BUY
REG. \$1,099.95, SAVE *150, SALE \$849.95 each.

SALE \$249.99
Blackstone® 2 Burner Outdoor Griddle
RED HOT BUY
REG. \$299.99, SAVE *50, SALE \$249.99 each.

SAVE \$2 ON TRAEGER® PELLETS, SAUCES AND RUBS.

SATURDAY NOV 18TH 11AM-2PM
THANKSGRILLING
#AceFlavorFest

EXCLUSIVELY FOR ACE REWARDS MEMBERS
FREE ASSEMBLY & DELIVERY
ON GRILLS \$399 AND UP.
LOCAL DELIVERY AREA VARIES BY STORE.

YOUR CHOICE \$24.99 each
0' PreLit LED Garland or 24' PreLit Wreath
Assorted colors available.
RED HOT BUY

YOUR CHOICE \$7.99 each
100 Ct. LED Mini Light Sets
Assorted colors available.
RED HOT BUY

ACE REWARDS EXCLUSIVE \$50 INSTANTLY
Milwaukee® M18® Compact Drill/Driver & Impact Driver Combo Kit
Includes two 18 volt compact battery packs, charger and Milwaukee® M18™ Hard Case.
2306848, 2032473
NO LIMIT.
RED HOT BUY

YOUR CHOICE \$99.00
Milwaukee® M12™ Cordless Driver & Drill/Driver Combo Kit
2302040
NO LIMIT.
RED HOT BUY

ACE REWARDS EXCLUSIVE \$99.00
Milwaukee® M18™ LITHIUM™ Battery 2/Pk.
2032844
NO LIMIT.
RED HOT BUY

ACE REWARDS EXCLUSIVE \$129.00
DEWALT® 20 Volt MAX Power Tools & Accessories
DEWALT® 20 Volt MAX Drill/Driver & Impact Driver Kit
CRAFTSMAN® Battery - Drill Kit + Impact Driver
Kit + Router + Drill/Screwdriver (bare tool) + Bluetooth®
Jobber Speaker and more.
2003861, 2029777, 2393122, 2393836,
2423732, 2423734, 24265992, 8013545, 2029734.
Limit 4 each at this price.
RED HOT BUY

BUY ONE OF THESE GET THIS FREE
\$99.00
CRAFTSMAN® V20 Drill & Impact Driver Kit or String Trimmer & Blower
V20 Battery
2834224
Limit 4.

YOUR CHOICE \$99.00
CRAFTSMAN® Power Tools & Accessories
V20 Drill/Driver Kit
• Corded Oscillating Multi-Tool
• Drill/Driver Kit
• Jobber Saw
• Corded Chain Saw
and more.
2003815, 2027483, 2884538, 2827574,
2627562, 2629737, 2827491, 2823546.
RED HOT BUY

ACE REWARDS MEMBERS
SAVE UP TO \$80 PER ITEM
ON YOUR FAVORITE TOOL BRANDS
DEWALT® CRAFTSMAN® Milwaukee®

NEW IMAGE FOR 2023-148 IN-PACKAGE TO COME

ACE REWARDS EXCLUSIVE \$9.00
CRAFTSMAN® V20 Drill & Impact Driver Kit or String Trimmer & Blower
V20 Battery
2834224
Limit 4.

ACE REWARDS MEMBERS
FREE \$10 ACE GIFT CARD*
WHEN YOU BUY A \$50 ACE GIFT CARD*
Between 11/24-11/25/2023.
*Limit 2 FREE Gift Cards.

ACE REWARDS EXCLUSIVE COUPON
50% off THE REGULAR PRICE OF ANY ONE ITEM \$30 OR LESS
BLACK FRIDAY November 24, 2023
Exclusions apply. See reverse for details.

ACE REWARDS EXCLUSIVE COUPON
15% off YOUR ENTIRE PURCHASE OF REGULAR-PRICED MERCHANDISE
3 DAYS ONLY! November 25-27, 2023
Exclusions apply. See reverse for details.

Not all eligible products are pictured. Search listed SKUs on acehardware.com for all descriptions and see page 6 for details. *See page 6 for Ace Rewards Savings details.

November Black Friday Event AM1
1231115, 01, Versions: CA, DS, FN, NR, NW, SO, TR

REG. \$1,999.95
SALE \$1,299.00
Weber® Genesis® SA-E-330® Gas Grill
• 3 high-performance burners
• 78 sq. in. total cooking area
• RED HOT BUY
REG. \$1,499.95, SALE \$1,299.00 each.

TRAEGER® Ironwood XL Wood Pellet Grill
• 8029412 Lock Roll Rack, 8032424, \$29.95.
• Steel Storage Bin, 8037424, \$59.95.
• Ironwood XL Cover, 8038294, \$159.95.
• XL Front Folding Shelf, 8037285, \$149.95.
• Plastic Storage Bin with Lid, 8036541, \$50.00.

NEED PRICING AND COPY FOR 8065841; ACF NOT RECEIVED

REG. \$1,999.95
SALE \$1,799.95
TRAEGER® Ironwood XL Wood Pellet Grill
• 8029412 Lock Roll Rack, 8032424, \$29.95.
• Steel Storage Bin, 8037424, \$59.95.
• Ironwood XL Cover, 8038294, \$159.95.
• XL Front Folding Shelf, 8037285, \$149.95.
• Plastic Storage Bin with Lid, 8036541, \$50.00.

SAVE \$200

BLACK FRIDAY ACE

SAVE \$200

TRAEGER® Ironwood XL Wood Pellet Grill
• 8029412 Lock Roll Rack, 8032424, \$29.95.
• Steel Storage Bin, 8037424, \$59.95.
• Ironwood XL Cover, 8038294, \$159.95.
• XL Front Folding Shelf, 8037285, \$149.95.
• Plastic Storage Bin with Lid, 8036541, \$50.00.

WEber® CRAFTED Baking Stone, Serving Platter or Roasting Basket or Griddle
8050688, 8037912, 8050599, 8041568
RED HOT BUY

YOUR CHOICE \$99.99 each
Big Green Egg® EGGS Genie Interactive Temperature Controller
8059541, \$1,099.99 each.
Large Ceramic Grill & Smoker, 8059542, \$209.99.
Large ceramic EGGtamer, 8057088, \$89.99.

Monitor remotely from your phone!

20% OFF

Select Ooni Pizza Ovens and Accessories
8059543, 8059544, 8059545, 8059546
Store stock only. Sorry no rain checks.

FIND FUEL FOR YOUR GRILL AT YOUR LOCAL ACE

SALE \$159.99
Bayou Classic® 30 Qt. Aluminum Turkey Fryer Kit
8046274
Frying Pan 3 Gal., 8102872, \$59.99.
RED HOT BUY

SALE \$8.99 each
Bayou or Chef's Brine Mix, 16 Oz
8046275, 8046276, 8046277, 8046278
Brine Bag 2/Pk., 8017778, \$14.99.
Meat Church Bird Baptism Brine, 20 Oz., 8046272, \$10.99.
RED HOT BUY

BUY FOUR GET 10% OFF*
Sauces, Seasonings & Rubs
NO LIMIT. Exclusions apply. See store for details.

MIX & MATCH MUST BUY 4 OR MORE

BUY ONE OF THESE GET THIS FREE
\$19.95
FOGO® Premium Hardwood Lump Charcoal, 17.6 lb.
8038040
Super Premium Hardwood Lump Charcoal, 17.6 lb.
8038042, \$19.95.

Santa's Bag of Coal \$14.95 VALUE

YOUR CHOICE \$5.99 each
CRAFTSMAN® Tool Bag, Organizer or STANLEY Hand Tools
2295830, 2391758, 25426, 2116564,
2020255, 2023245
RED HOT BUY

YOUR CHOICE \$9.99 each
CRAFTSMAN® Shop Guide, Storage Accessories, Bit Sets or Blade Sets
2297786, 2029746, 2031996,
2030197, 2030200, 2040411,
2033255, 2033197
Limit 4 at this price.
RED HOT BUY

25% OFF

Select Dremel® Power Tools & Accessories
8038042, 8038043, 2029256, 2008298,
2800444, 2039294
Store stock only. Sorry no rain checks.

PER CHINA, DISCLAIMER TO COME

*See page 6 for Ace Rewards Savings details. **Not all eligible products are pictured. Search listed SKUs on acehardware.com for all descriptions or see store for details.

November Black Friday Event AM1
1231115, 02, Versions: CA, DS, FN, NR, NW, SO, TR

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Black Friday

Deals from Around the Block

A great gifting experience starts now with savings on the Best Brands at Ace. Don't miss new deals every day!

BLACK FRIDAY ACE

\$1,399.00

Save Up To \$700 on select Traeger Timberline Pellet Grills. While Supplies Last.

FREE ASSEMBLY AND DELIVERY

On Snow Blowers and Push Mowers \$399+*

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Online Only!

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EGO

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

CRAFTSMAN

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

MILWAUKEE

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

DEWALT

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

uber

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

STANLEY

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

15% OFF

on Select Regular Priced Items for Ace Rewards Members*

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#1 in Customer Satisfaction Ranked highest in customer satisfaction among home improvement retail stores. Ranked by J.D. Power based on our customers.

4:08 PM

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Downers Grove, IL Open until 8pm

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Deals from Around the Block

Save Up To \$700

on select Traeger Timberline
Pellet Grills. While Supplies Last!

\$1,359.99

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Mowers \$399+

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Only!**

ACE REWARDS

SHOP NOW

Save up to
\$100

Save up to
40%

15% OFF
on select regular-priced items for Ace
Rewards Members*

*see details

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FUTURE DELIVERABLES

Social



ORGANIC PLACEMENT (280 CHARACTER LIMIT)
Nobody does Black Friday like your local Ace!
Save on the most wanted gifts for everyone on
your list, from power tools, grills and accessories,
and Ace Gift Cards too. You don't have to go far to
find great deals at Ace.

HEADLINE: Black Friday Deals at Ace
LINK DESCRIPTION: Save on Grills, Power Tools
and more

PAID PLACEMENT (125 CHARACTER LIMIT)
Nobody does Black Friday like your local Ace!
Save on the most wanted gifts from power tools,
grills and more.

Website

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Scroll Through the Savings

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CYBER MONDAY ACE

\$1,399.00

Save Up To \$700 on select Traeger Timberline Pellet Grills While Supplies Last

FREE ASSEMBLY AND DELIVERY

On Snow Blowers and Push Mowers \$399+

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SHOP NOW

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

CRAFTSMAN

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

Milwaukee

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

DyWALT

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

uber

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

STANLEY

Save up to \$100 on select holiday products

Save up to 40% on select holiday products

Save up to \$100 on select holiday products

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Save up to \$100 **Save up to 40%**

Save up to \$100 **Save up to 40%**

Save up to \$100 **Save up to 40%**

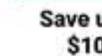
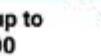
Save up to \$100 **Save up to 40%**

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ORGANIC PLACEMENT (280 CHARACTER LIMIT)

Wrap up your holiday shopping with Cyber Monday Savings at Ace. Take 15% OFF online purchases of select regular priced items. Save on gifts for the whole family, including power tools, grills and accessories and more. It's time to start clickin' at Ace!

HEADLINE: Cyber Monday Deals at Ace

LINK DESCRIPTION: Save 15% on select items

PAID PLACEMENT (125 CHARACTER LIMIT)

Wrap up your holiday shopping with Cyber Monday Savings at Ace. Take 15% OFF online purchases of select regular priced items.

Website

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TRAEGER **EGO** **Save Up To \$700** on select Traeger Timberline Pellet Grills. While Supplies Last. **\$1,399.00**

Save Up To \$700 on select Traeger Timberline Pellet Grills. While Supplies Last. **\$1,359.00**

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CRAFTSMAN **MILWAUKEE** **EGO** **DEWALT** **Save up to \$100** on select holiday products **Save up to 40%** on select holiday products

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Save up to \$100 on select holiday products **Save up to 40%** on select holiday products **Save up to \$100** on select holiday products **Save up to 40%** on select holiday products

15% OFF on Select Regular Priced Items for Ace Rewards Members* [View Details](#)

ACE REWARDS EXCLUSIVE [Sign in or Join Now](#)

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#1 in Customer Satisfaction Ranked highest in Customer Satisfaction among Home Improvement Retail Stores. Ranked by J.D. Power. Based on our Customers.

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4:08 AM acehardware.com

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15% OFF on select regular-priced items for Ace Rewards Members* [View Details](#)

ACE REWARDS EXCLUSIVE [Sign in or Join Now](#)

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ORGANIC PLACEMENT (280 CHARACTER LIMIT)

The 12 Days of Gifting start NOW at Ace! Check back in every day for special deals on the most-wanted gifts for BBQ fans, gardeners, outdoorsmen, power tool fanatics and everyone else on your list. Let's start it off with \$200 savings on a Traeger grill!

HEADLINE: 12 Days of Gifting at Ace

LINK DESCRIPTION: 12 days of incredible savings.

PAID PLACEMENT (125 CHARACTER LIMIT)

The 12 Days of Gifting start NOW at Ace! Check back in every day for special deals on the most-wanted gifts.

"BBQ PARTY GIFT WRAP STATION"

We will set up a fully stocked gift wrapping station at our November and December Flavor Fest BBQ Parties, so all gifts can go home wrapped and ready.

Gift wrapping stations will include Ace branded wrapping paper and gift tags, for a fun hint at what gift is inside.



"COLD TEMPS, HOT PRICES"

Have a sale that is temperature dependent. The colder it is, the better the prices are. This would have to be regional, based on temps for the area. Or this could be a rewards point multiplier.

"ITEM WRAPPED IN RED"

In the center of every Ace is a giant red mystery box. Customers can write down what they think is in the box. Customers who guess what it is can win that item.

"WRAP YOURSELF IN RED"

If customers wear a red item to the store, they get an additional discount (or a free hot cocoa or some kind of holiday reward).

"POP UP HOT COCOA BAR"

A selection of Ace stores will have free hot cocoa or Smores bars for visiting customers in the month of December every day it snows. Allision's team can capture content of customers excited by the surprise hot treat on a cold day.

"DELIVER A CAROL"

To play up local Ace delivery, you can add a Christmas carol to your delivery, or gift a carol to someone with a gift that is delivered.

"LIFT THE LID ON A DISCOUNT"

Get an extra discount on your grill item purchase by finding the hidden discount code under the lid of one of the grills in store – a way to get people to notice the grills Ace has, or one particular model.

"STOCKING STUFFER SALE"

Get 20% off everything that fits in your sock. (you can't be wearing the sock!) Obviously, it would be on small, stocking stuffer type items.

"FOLLOW THE RED BRICK ROAD"

There could be a QR code based "road" (or virtual) that customers follow in the store that has the 10 best deals of the season – encourages customers to walk all the aisles of the store. It could also be floor decals – like an in-store journey for customers.

"SNOW DRIVE"

When people get a new snow blower, you usually help out neighbors that are near to you. We could create some kind of drive/PR event where we encourage people who purchased shovels and snow blowers to shovel a neighbor. They input their count of how many extra houses they cleared – when Ace gets to a certain number, either they make a donation or have a discount, etc.